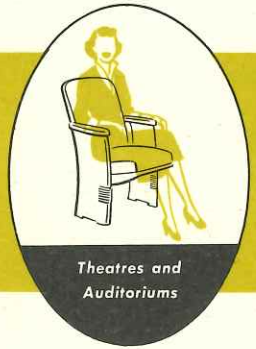
RETURN TO
DESIGN DIV.
U.N.



seating America in maximum comfort

American Seating Company
Exhibit of Patented Designs

To Our Visitors:

In 1895, American Seating Company was granted its first United States Letters Patent — No. 531,848, covering an improvement in Theatre Seating. The following year, our Company received its first patent on Classroom Seating — No. 567,105. A year later — just 60 years ago — we received our first patent on Church Pewing: No. 576,193.

Ever since those early days, American Seating has steadfastly followed a policy of seeking protection for its outstanding developments under the United States Patent System. Viewing the years in retrospect from our present position of "World's Largest Manufacturer of Public Seating," we are moved to give credit where credit is due. In so doing, we salute the United States Patent System for its part in stimulating and rewarding the fruits of our own inventors' labors, as well as for its part in promoting the Nation's economy thus to widen our markets for public seating in the religious, educational, entertainment and transportation fields.

Cordially yours,

H. M. Taliaferro
President

In 1886 — the year the Statue of Liberty was unveiled — the American Seating Company was founded at Grand Rapids, Michigan. By 1895, a few short years later, we received our first United States Letters Patent. From that small beginning almost three quarters of a century ago, the American Seating Company has received over 400 Patent Awards.

Americans everywhere, although they may not be aware of it, are enjoying American Seating Company products virtually every day of their lives. "From the cradle to the grave," the public-seating industry serves society; and the American Seating Company has been the world's leader, for over 70 years, in product design, research and development, and manufacturing.

As a matter of fact, chances are indeed great that you have used or are using these products —

. . . when you were born, and then baptized, it was probably from a baptismal font created by us.

. . . when you attended church school, progressed to kindergarten, then grade school, high school and college, chances are better than ever that you were learning while studying at an American Seating Company desk.

. . . if you're a follower of any big-league baseball team, or most minor league clubs, you've sat on our stadium chairs.

. . . when you attend the theatre, either a movie or a legitimate stage show, you'll probably sit in our auditorium chairs.

. . . if you ride the bus around town, or cross-country, chances are good you'll relax in comfort on our bus seats.

. . . and when you go to church, you'll probably worship in our pews, be married at one of our altars, and your minister will preach from an American Seating pulpit. And when you've passed on, you'll be buried from a church or chapel using our furniture.

So you see we do have a lot of contact with each other.

But let's talk about patents for a few minutes. It has been said that the "American Patent System is the fountainhead of industrial progress." And the American Seating Company, with over 400 Patent Awards, has prospered and grown to become the world's leader in public seating, providing the people of the world with comfort, durability, and lowest-ultimate-cost products.

American Seating Company designers and engineers constantly face the challenge of creating products to withstand years of use or abuse, under varied conditions, either indoors or outdoors.

Some of the nationally-known American Seating installations include:

- Metropolitan Opera House
- Radio City Music Hall
- U.S. House of Representatives
- United States Senate
- U.S. Chamber of Commerce Building
- SS United States & Constitution
- All Big League Ball Parks
- Independence Hall
- Atlantic City Auditorium
- International Amphitheatre

AMERICAN SEATING

GRAND RAPIDS 2, MICHIGAN

Branch Offices and Distributors in Principal Cities.
Manufacturers of School, Auditorium, Theatre, Church, Stadium, Transportation Seating; Folding Chairs and Tables.

RETURN TO
DESIGN DIV.

Form 6473-5M-766